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Business The clear, broad, underlying industry or market sector of an organization's offering. Business Model The strategies an organization develops to provide value to the customers it serves. Business Portfolio Analysis A technique that managers use to quantify performance measures and growth targets to analyze their firms' strategic business units (SBUs) as though they were [...]

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Kodak has been in business for more than 132 years – and it has seen a lot of changes in the American lifestyle during that time. Once the world's leader in film, Kodak announced it is in be Chapter 11 bankruptcy proceedings and that the company will exit the digital photography business in June 2012.

### **Chapter 11 | Kerin & Hartley Marketing**

marketing kerin, hartley, rudelius ch's 1-10 (10th & 11th edition) Marketing activity for creating, communicating, delivering, and exchanging offerings that before the organization, stakeholders, and society

### **MARKETING KERIN, HARTLEY, RUDELIUS CH'S 1-10 (10TH & 11TH ...**

Estos son solo unos pocos ejemplos que ilustran cómo el equipo de autores de Kerin ha desempeñado una función de liderazgo en el desarrollo y práctica de la pedagogía de marketing. Este libro es reconocido como el líder de mercado en Estados Unidos y Canadá, y sigue presentando principios y prácticas novedosos y de vanguardia a ...

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### **MARKETING 11ED Autores: Roger A. Kerin, Steven W. Hartley ...**

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